\* \* \* \* \* \* \* \* \*

# ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

| Candi  | date/Issue  | NATI  | WAL REPUBLI    |          | TE COMMITTED    | E |
|--------|---|-------|----------------|----------|-----------------|---|
| candic | Dates (if one folder is used per late, a separate checklist must be eted for each flight) | _/0/  | 124/12-19      | 130/12   |                 |   |
| _      |   |       |                |          | <u>Initials</u> |   |
| 1.     | Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17                     | 7)    | Date:          | 1/8/13   | de              |   |
| 2.     | Original contract showing requested time (when available)                                 |       | Date:          | 8/20/12  | <u>a</u>        |   |
| 3.     | Updated contracts as order changes.   |       | Date:          | 10/29/12 | <u> E</u>       |   |
| 4.     | Invoice of schedule as actually broadcas<br>including amount of rebates given (exact      |       |                | 11/30/12 | <u> E</u>       |   |
|        | date, time, class of time and amount for each rebate), if any                             |       | Date:          | 1/8/13   | <u>&amp;</u>    |   |
|        |   |       | Checklist Comp | pleted:  |                 |   |
|        |   | Ву:   | de             |          |                 |   |
|        |   | Date: | 1/8/13         |          |                 |   |

# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|   |  |        |         |                     | Date:              |  |  |
|---|--|--------|---------|---------------------|--------------------|--|--|
| U   | JISH MILW                              | AUKEE  |         |                     |                    |  |  |
| I, do hereby request station time concerning the following issue:   |  |        |         |                     |                    |  |  |
|   |  |        |         |                     |                    |  |  |
| Broadcast<br>Length   | Time of Day,<br>Rotation or<br>Package | Days   | Class   | Times per '<br>Week | Number<br>of Weeks |  |  |
|   | Client                                 | 'ded 1 | of pres | vile                |                    |  |  |
|   |  |        |         |                     |                    |  |  |
| Total Charges:  |  |        |         |                     |                    |  |  |
| This broadcast time will be used by:  |  |        |         |                     |                    |  |  |
| Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?" |  |        |         |                     |                    |  |  |
|   | □ Yes                                  |        |         | $\square$ No        |                    |  |  |

| For programming that "communicates a message rel<br>importance," list the name of the legally qualified ca<br>office(s) being sought and the date(s) of the election   | andidate(s) the programming refers to, the                       |
|--|--|
|  |  |
| For programming that "communicates a message relaimportance," attach Agreed Upon Schedule (Page 3)   |  |
| I represent that the payment for the above described   | broadcast time has been furnished by:                            |
|  |  |
| and you are authorized to announce the time as paid furnishing the payment, if other than an individual per  |  |
| a corporation; a committee; an assoc   | iation; $\square$ or other unincorporated group.                 |
| The names, offices, and addresses of the chief execu-<br>agents of the entity are named below (may be attached   |  |
| THIS STATION DOES NOT DISCRIMINATE OR OF RACE OR ETHNICITY IN THE PLACEMENT  |  |
| I agree to indemnify and hold harmless the station for a reasonable attorney's fees, that may ensue from the broadvertisement(s). For the above-stated broadcast(s), transcript, or tape, which will be delivered to the stabefore the time of the scheduled broadcasts. | adcast of the above-requested  I also agree to prepare a script, |
| TO BE SIGNED BY ISSU   | JE ADVERTISER  |
| Date Signature   | Contact Phone Number   |
| TO BE SIGNED BY STATI  | ON REPRESENTATIVE  |
| Accepted Accepte   | d in Part  |
| Signature Printed  | l Name Title   |
| , ,  |  |

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

|                         | Contract / Rev | <u>viston</u>     |      | Alt Order # |                |  |
|-------------------------|----------------|-------------------|------|-------------|----------------|--|
|                         | 902331         | / 1               |      | 06112211    |                |  |
| Product                 |                |                   |      |             |                |  |
| NRSC                    |                |                   |      |             |                |  |
| Contract Dates          | Estimate #     |                   |      |             |                |  |
| 10/24/12 - 10/30/12     |                |                   |      |             |                |  |
| <u>Advertiser</u>       |                |                   | Ori  | iginal Date | / Revision     |  |
| NRSC National Republica | ın Senate Cor  | nm                | C    | 08/20/12    | / 08/20/12     |  |
|                         | Billing Cycle  | Billing           | Cal  | endar       | Cash/Trade     |  |
|                         | EOM/EOC        | Broado            | cast |             | Cash           |  |
|                         | Station        | Account Executive |      | xecutive    | Sales Office   |  |
|                         | WISN           | Will Hil          | ldeb | orandt      | HRP -Washingto |  |
|                         | Special Hand   | ling              |      |             |                |  |
|                         |                |                   |      |             |                |  |
|                         | Demographic    |                   |      |             |                |  |
|                         | Adults 25-54   |                   |      |             |                |  |
|                         |                |                   |      |             |                |  |
|                         |                |                   |      |             |                |  |
|                         | IDB#           | Adverti           | iser | Code        | Product Code   |  |
|                         | 9912521        |                   |      |             |                |  |
|                         | Agency Ref     | ·                 |      | Advertiser  | Ref            |  |
|                         |                |                   |      |             |                |  |

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/24/12 10/26/12 News M-F 5a 5-6A :30 NM \$750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--3 \$250.00 WISN 10/29/12 10/30/12 News M-F 5a 5-6A :30 NM 2 \$500.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/29/12 11/04/12 MT----\$250.00 WISN 10/24/12 10/26/12 News M-F 6a 6-7A :30 NM 3 \$1,500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 \$500.00 WISN 10/29/12 10/30/12 News M-F 6a 6-7A :30 NM 2 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT----2 \$500.00 WISN 10/24/12 10/26/12 Good Morning America 7-9a:30 NM 3 \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--\$500.00 WISN 10/29/12 10/30/12 Good Morning America 7-9a :30 NM 2 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT----\$500.00 WISN 10/24/12 10/26/12 LIVE WITH KELLY! 9-10am :30 NM 3 \$900.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--\$300.00 3 WISN 10/29/12 10/30/12 LIVE WITH KELLY! 9-10am :30 NM \$600.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT----\$300.00 2 WISN 10/24/12 10/26/12 The View 10-11am :30 NM 3 \$900.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--3 \$300.00 10 WISN 10/29/12 10/30/12 The View 10-11am :30 NM 2 \$600.00 Start Date End Date Spots/Week **Weekdays** Rate Week: 10/29/12 11/04/12 2 \$300.00 11 WISN 10/24/12 10/26/12 THE CHEW 12P-1P :30 NM 3 \$600.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station like amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

|                     | Contract / Revision | Ait Order# |  |
|---------------------|---------------------|------------|--|
|                     | 902331 / 1          | 06112211   |  |
| Contract Dates      | Product             | Estimate # |  |
| 10/24/12 - 10/30/12 | NRSC                |            |  |

<u>Advertiser</u> Original Date / Revision 08/20/12 / 08/20/12 NRSC National Republica

|   |                                       | Spots/                |        |       |            |
|---|---------------------------------------|-----------------------|--------|-------|------------|
| *Line Ch Start Date End Date Description  |                                       | Days Length Week Rate | Type 9 | Spots | Amount     |
| Start DateEnd DateWeekdaysSpots/WeekWeek: 10/22/1210/28/12wTF3  | <u>Rate</u><br>\$200.00               |                       |        |       |            |
| 12 WISN 10/29/12 10/30/12 THE CHEW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2   | 12P-1P<br><u>Rate</u><br>\$200.00     | :30                   | MM     | 2     | \$400.00   |
| 13 WISN 10/24/12 10/26/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3   | 3-4p<br><u>Rate</u><br>\$500.00       | :30                   | NM     | 3     | \$1,500.00 |
| 14 WISN 10/29/12       10/30/12       3-4p         Start Date       End Date       Weekdays       Spots/Week         Week:       10/29/12       11/04/12       MT       2           | 3-4p<br><u>Rate</u><br>\$500.00       | :30                   | NM     | 2     | \$1,000.00 |
| 15 WISN 10/24/12 10/26/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3   | 4P-5P<br><u>Rate</u><br>\$550.00      | :30                   | MM     | 3     | \$1,650.00 |
| 16 WISN 10/29/12 10/30/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2   | 4P-5P<br><u>Rate</u><br>\$550.00      | :30                   | MM     | 2     | \$1,100.00 |
| 17 WISN 10/24/12 10/26/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3  | 5-530pm<br><u>Rate</u><br>\$850.00    | :30                   | NM     | 3     | \$2,550.00 |
| 18 WISN 10/29/12 10/30/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2  | 5-530pm<br><u>Rate</u><br>\$850.00    | :30                   | NM     | 2     | \$1,700.00 |
| 19 WISN 10/24/12 10/26/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3  | 6-630pm<br><u>Rate</u><br>\$1,000.00  | :30                   | NM     | 3     | \$3,000.00 |
| 20 WISN 10/29/12 10/30/12 News M-F 6p  Start Date   | 6-630pm<br><u>Rate</u><br>\$1,000.00  | :30                   | NM     | 2     | \$2,000.00 |
| 21 WISN 10/24/12 10/26/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12wTF 3   | 630p-7pm<br><u>Rate</u><br>\$800.00   | :30                   | NM     | 3     | \$2,400.00 |
| 22 WISN 10/29/12       10/30/12       Entertainment Tonigh         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12       MT       2 | 630p-7pm<br><u>Rate</u><br>\$800.00   | :30                   | NM     | 2     | \$1,600.00 |
| 23 WISN 10/24/12 10/26/12 Late News 10PM LTC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12W-F 2                                       | 10-1030p<br><u>Rate</u><br>\$1,500.00 | :30                   | NM     | 2     | \$3,000.00 |
| 24 WISN 10/29/12       10/30/12       Late News 10PM LTC         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12       MT       2   | 10-1030p<br><u>Rate</u><br>\$1,500.00 | :30                   | NM     | 2     | \$3,000.00 |
| 25 WISN 10/25/12 10/25/12 Late News 1030PM LTC  Start Date   End Date   Weekdays   Spots/Week   Week: 10/22/12 10/28/121 1  | 1030p-11p<br><u>Rate</u><br>\$850.00  | :30                   | NM     | 1     | \$850.00   |
| 26 WISN 10/29/12 10/29/12 Late News 1030PM LTC  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/12 1 1  | 1030p-11p<br><u>Rate</u><br>\$850.00  | :30                   | NM     | 1     | \$850.00   |
| 27 WISN 10/24/12 10/25/12 Nightline Start Date End Date Weekdays Spots/Week   | 11p-1130p<br><u>Rate</u>              | :30                   | NM     | 2     | \$1,500.00 |

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otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict which the pacified.

Specified.

Hearst letevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 902331 06112211 Product

Contract Dates Estimate # 10/24/12 - 10/30/12 NRSC

Advertiser Original Date / Revision 08/20/12 / 08/20/12 NRSC National Republica

| *Lina Ch Start Data End Data Dagarinsian  | 0(-1/5-17)                               | Spots/  |                   |        |            |
|---|--|---|-------------------|--------|------------|
| *Line Ch Start Date End Date Description  Start Date End Date Weekdays Spots/Week   | Start/End Time                           | Days Length Week Rate   | Type Spot         | S      | Amount     |
| Week: 10/22/12 10/28/12wT 2   | <u>Rate</u><br>\$750.00                  |   |                   |        |            |
| 28 WISN 10/30/12       10/30/12       Nightline         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12       -1       1    | 11p-1130p<br><u>Rate</u><br>\$750.00     | :30   | NM                | 1      | \$750.00   |
| 29 WISN 10/29/12 10/29/12 DWTS  Start Date  | Prime Other<br><u>Rate</u><br>\$5,000.00 | :30   | NM                | 1      | \$5,000.00 |
| 30 WISN 10/27/12 10/27/12 News Sat 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1                                     | 7-9am<br><u>Rate</u><br>\$350.00         | :30   | NM                | 1      | \$350.00   |
| 31 WISN 10/27/12 10/27/12 SA 5-530p  Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1  | 5a-530p<br><u>Rate</u><br>\$500.00       | :30   | NM                | 1      | \$500.00   |
| 32 WISN 10/27/12 10/27/12 News Sa 6p-7p  Start Date   | 6-7PM<br><u>Rate</u><br>\$550.00         | :30   | NM                | 1      | \$550.00   |
| 33 WISN 10/27/12 10/27/12 Sat ABC Prime Other  Start Date   | Prime Other Rate \$7,000.00              | :30   | NM                | 1      | \$7,000.00 |
| Spot Ch Date Range Description  1 W/SN 10/22/12-10/28/12 Sat ABC Prime Other See MG 33.2  | Start/End Time<br>Prime Other            | Weekdays         Length         Rate          Sa         :30         \$7,000.00 | <u>Type</u><br>NM |        |            |
| 2 WISN 10/22/12-10/28/12 ABC Prime College Footba  ⊕ MG for 33.1 10/27  | l 7-1030p                                | Sa :30 \$7,000.00   | NM                |        |            |
| 34 WISN 10/28/12 10/28/12 News Sun 7-9a  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121 1  | 7-9am<br><u>Rate</u><br>\$300.00         | :30   | NM                | 1      | \$300.00   |
| 35 WISN 10/28/12 10/28/12 Sun 9-930A  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121 1   | 9-930A<br><u>Rate</u><br>\$300.00        | :30   | NM                | 1      | \$300.00   |
| 36 WISN 10/28/12 10/28/12 This Week With Georg  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121 1   | 930-1030am<br><u>Rate</u><br>\$850.00    | :30   | NM                | 1      | \$850.00   |
| 37 WISN 10/28/12       10/28/12       News Sun 530pm         Start Date       End Date       Weekdays       Spots/Week         Week: 10/22/12       10/28/12      1       1 | 530-6p<br><u>Rate</u><br>\$500.00        | :30   | NM                | 1      | \$500.00   |
| 38 WISN 10/28/12 10/28/12 Late News 10pm LTC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1                                 | 10p-1030p<br><u>Rate</u><br>\$1,500.00   | :30   | NM                | 1 :    | \$1,500.00 |
| 39 WISN 10/28/12 10/28/12 Late News SU 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1                                | 1030p-11p<br><u>Rate</u><br>\$850.00     | :30   | NM                | 1      | \$850.00   |
| N 40 WISN 10/27/12 10/27/12 Badgers <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12S- 1   | 230p-6p<br><u>Rate</u><br>\$8,500.00     | :30   | NM                | 1 :    | \$8,500.00 |
|   |  | Totals  | 76                | \$ \$6 | 64,900.00  |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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|                                       | Contract / Re<br>902331 | vision<br>/ 1 | Alt Order #<br>06112211                       |  |
|---------------------------------------|-------------------------|---------------|---|--|
| Contract Dates<br>10/24/12 - 10/30/12 | Product<br>NRSC         |               | Estimate #                                    |  |
| Advertiser NRSC National Republica    |                         |               | iginal Date / Revision<br>08/20/12 / 08/20/12 |  |

| Time Period        | # of Spots | Gross Amount | Net Amount  |  |  |
|--------------------|------------|--------------|-------------|--|--|
| 10/01/12 -10/28/12 | 49         | \$43,800.00  | \$37,230.00 |  |  |
| 10/29/12 -10/30/12 | 27         | \$21,100.00  | \$17,935.00 |  |  |
| Totals             | 76         | \$64,900.00  | \$55,165.00 |  |  |

| Signature: |      | Date: |  |
|------------|------|-------|--|
|            | <br> |       |  |

# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the onitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

## 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### 9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b)                               | The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia |
|-----------------------------------|---|
| materials and other property fumi | shed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in      |
| connection with broadcasts excer- | at after its prior approval.  |

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has not theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

## CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

|                         | Contract / Rev | vision   |      | Alt Order # |               |
|-------------------------|----------------|----------|------|-------------|---------------|
|                         | 902331         | / 3      |      | 06112211    |               |
| Product                 |                |          |      |             |               |
| NRSC                    |                |          |      |             |               |
| Contract Dates          | Estimate #     |          |      |             |               |
| 10/24/12 - 10/30/12     |                |          |      |             |               |
| <u>Advertiser</u>       |                |          | Ori  | ginal Date  | Revision      |
| NRSC National Republica | ın Senate Cor  | nm       | 1    | 0/24/12     | / 10/24/12    |
|                         | Billing Cycle  | Billing  | Cal  | endar       | Cash/Trade    |
|                         | EOM/EOC        | Broado   | ast  |             | Cash          |
|                         | <u>Station</u> | Accour   | nt E | xecutive    | Sales Office  |
|                         | WISN           | Will Hil | ldet | orandt      | HRP -Washingt |
|                         | Special Hand   | ling     |      |             |               |
|                         |                |          |      |             |               |
|                         | Demographic    |          |      |             |               |
|                         | Adults 25-54   |          |      |             |               |
|                         |                |          |      |             |               |
|                         |                |          |      |             |               |
|                         | IDB#           | Adverti  | iser | Code        | Product Code  |
|                         | 9912521        |          |      |             |               |
|                         | Agency Ref     |          |      | Advertiser  | Ref           |

|  |                                    | Spots/                |            |            |
|--|------------------------------------|-----------------------|------------|------------|
| *Line Ch Start Date End Date Description   | Start/End Time                     | Days Length Week Rate | Type Spots | Amount     |
| 1 WISN 10/24/12 10/26/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3      | 5-6A<br><u>Rate</u><br>\$250.00    | :30                   | NM 3       | \$750.00   |
| 2 WISN 10/29/12 10/30/12 News M-F 5a  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/12 MT 2                                | 5-6A<br><u>Rate</u><br>\$250.00    | :30                   | NM 2       | \$500.00   |
| 3 WISN 10/24/12 10/26/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3      | 6-7A<br><u>Rate</u><br>\$500.00    | :30                   | NM 3       | \$1,500.00 |
| 4 WISN 10/29/12 10/30/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2      | 6-7A<br><u>Rate</u><br>\$500.00    | :30                   | NM 2       | \$1,000.00 |
| 5 WISN 10/24/12 10/26/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12WTF 3                         | 7-9a<br><u>Rate</u><br>\$500.00    | :30                   | NM 3       | \$1,500.00 |
| 6 WISN 10/29/12 10/30/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2                         | 7-9a<br><u>Rate</u><br>\$500.00    | :30                   | NM 2       | \$1,000.00 |
| 7 WISN 10/24/12 10/26/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3 | 9-10am<br><u>Rate</u><br>\$300.00  | :30                   | NM 3       | \$900.00   |
| 8 WISN 10/29/12 10/30/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2 | 9-10am<br><u>Rate</u><br>\$300.00  | :30                   | NM 2       | \$600.00   |
| 9 WISN 10/24/12 10/26/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3         | 10-11am<br><u>Rate</u><br>\$300.00 | :30                   | NM 3       | \$900.00   |
| 10 WISN 10/29/12 10/30/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2        | 10-11am<br><u>Rate</u><br>\$300.00 | :30                   | NM 2       | \$600.00   |
| 11 WISN 10/24/12 10/26/12 THE CHEW   | 12P-1P                             | :30                   | NM 3       | \$600.00   |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

HearsI television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 902331 / 3 06112211 Contract Dates Product Estimate # 10/24/12 - 10/30/12 NRSC <u>Advertiser</u> Original Date / Revision 10/24/12 / 10/24/12 NRSC National Republica

| *Line Ch Start Date End Date Description  | Start/End Time          | Dave          | Spo           |                         |             |             |   |
|---|-------------------------|---------------|---------------|-------------------------|-------------|-------------|---|
|   |                         | Days Len      | gth Wee       | ek Rate                 | Type 8      | Spots       | Amount                                  |
| Week: 10/22/12 10/28/12WTF 3  | <u>Rate</u><br>\$200.00 |               |               |                         |             |             |   |
| 12 WISN 10/29/12 10/30/12 THE CHEW  | 12P-1P                  |               | :30           |                         | NM          | 2           | \$400.00                                |
| Start Date End Date Weekdays Spots/Week   | <u>Rate</u>             |               |               |                         | 1 1         | _           | \$400,00                                |
| Week: 10/29/12 11/04/12 MT 2  | \$200.00                |               |               |                         | - 1         |             |   |
| 13 WISN 10/24/12 10/26/12 3-4p  | 3-4p                    |               | :30           |                         | NM          | 3           | \$1,500.00                              |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12WTF 3  | Rate                    |               |               |                         |             | Ū           | Ψ1,000.00                               |
|   | \$500.00                |               |               |                         |             |             |   |
| 14 WISN 10/29/12 10/30/12 3-4p Start Date End Date Weekdays Spots/Week  | 3-4p                    |               | :30           |                         | NM          | 2           | \$1,000.00                              |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2  | Rate                    |               |               |                         |             |             | ,,,,,,,,,,                              |
| 4   | \$500.00                |               |               |                         |             |             |   |
| Ct- I Dall St. I Dall | 4P-5P                   |               | :30           |                         | NM          | 3           | \$1,650.00                              |
| Week: 10/22/12 10/28/12 —-WTF 3   | Rate                    |               |               |                         |             |             | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
|   | \$550.00                |               |               |                         |             |             |   |
|   | 4P-5P                   |               | :30           |                         | NM          | 2           | \$1,100.00                              |
| Week: 10/29/12 11/04/12 MT 2  | <u>Rate</u><br>\$550.00 |               |               |                         | 1           |             |   |
| N 17 WISN 10/24/12 10/26/12 News M-F 5p   |                         |               |               |                         |             |             |   |
| Start Date End Date Weekdays Spots/Week   | 5-530pm                 |               | :30           |                         | NM          | 11          | \$7,450.00                              |
| Week: 10/22/12 10/28/12WTF 3  | <u>Rate</u><br>\$850.00 |               |               |                         |             |             |   |
| Spot Ch Date Range Description  | Start/End Time          | Weekdays      | Longth        | Data                    |             |             |   |
| 3 W/SN 10/22/12-10/28/12 News M-F 5p  | 5-530 <i>pm</i>         | WThF          | Length<br>:30 | <u>Rate</u><br>\$850.00 | <u>Type</u> |             |   |
| See MG 17.4, 17.5, 17.6, 17.7, 17.8, 17.9, 17.10, 17.11, 17.1   | 2                       |               | .50           | <del>\$000:00</del>     | NM          |             |   |
| 4 WISN 10/29/12-10/30/12 Nightline  | 11p-1130p               | MTu           | :30           | \$1,850.00              | NM          |             |   |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1  |                         |               | ,,,,          | 41,000.00               | 18181       |             |   |
| 5 WISN 10/29/12-10/30/12 Jimmy Kimmel   | 1130-1230a              | MTu <b></b>   | :30           | \$375.00                | NM          |             |   |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1  |                         |               |               |                         |             |             |   |
| 6 WISN 10/29/12-10/30/12 Jimmy Kimmel   | 1130-1230a              | MTu <b></b>   | :30           | \$375.00                | NM          |             |   |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1  |                         |               |               |                         |             |             |   |
| 7 WISN 10/29/12-10/30/12 Jimmy Kimmel<br>⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1   | 1130-1230a              | MTu           | :30           | \$375.00                | NM          |             |   |
| 8 WISN 10/29/12-10/30/12 Jimmy Kimmel   | 4430 4030               |               |               |                         |             |             |   |
| ⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1  | 1130-1230a              | MTu           | :30           | \$375.00                | NM          |             |   |
| 9 WISN 10/29/12-10/30/12 DR. OZ   | 4P-5P                   | MTu <b></b>   | -00           |                         |             |             |   |
| ® MG for 19.1,17.3,21.3,21.1,21.2,23.1  | 4, -01                  | MI u <b></b>  | :30           | \$600.00                | NM          |             |   |
| 10 WISN 10/29/12-10/30/12 DR. OZ  | 4P-5P                   | MTu           | :30           | \$600.00                | , in a      |             |   |
| (H) MG for 19.1,17.3,21.3,21.1,21.2,23.1  | +.                      |               | .50           | 9000.00                 | NM          |             |   |
| 11 WISN 10/29/12-10/30/12 DR. OZ  | 4P-5P                   | MTu           | :30           | \$600.00                | NM          |             |   |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1  |                         |               | .00           | φοσο.σσ                 | INIVI       |             |   |
| 12 WISN 10/29/12-10/30/12 DR. OZ  | 4P-5P                   | MTu <b></b>   | :30           | \$600.00                | NM          |             |   |
| → MG for 19.1,17.3,21.3,21.1,21.2,23.1  |                         |               |               |                         |             |             |   |
| 18 WISN 10/29/12 10/30/12 News M-F 5p   | 5-530pm                 |               | :30           |                         | NM          | 2           | \$1,700.00                              |
| Start Date End Date Weekdays Spots/Week   | Rate                    |               |               |                         | 1 4 1 9 1   | 2           | \$1,700.00                              |
| Week: 10/29/12 11/04/12 MT 2  | \$850.00                |               |               |                         |             |             |   |
| N 19 WISN 10/24/12 10/26/12 News M-F 6p   | 6-630pm                 |               | :30           |                         | NM          | 2           | \$2,000.00                              |
| Start Date End Date Weekdays Spots/Week   | Rate                    |               |               |                         | ' ''''      | <del></del> | Ψ2,000.00                               |
| Week: 10/22/12 10/28/12WTF 3 <u>Spot Ch</u> <u>Date Range</u> <u>Description</u>  | \$1,000.00              |               |               |                         |             |             |   |
| Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 News M-F 6p   | Start/End Time          |               | <u>Length</u> | <u>Rate</u>             | <u>Type</u> |             |   |
|   | 6-630 <i>pm</i>         | <b>-</b> WThF | :30           | <del>\$1,000.00</del>   | NM          |             |   |
| See MG 17.4, 17.5, 17.6, 17.7, 17.8, 17.9, 17.10, 17.11, 17.1   | 2                       |               |               |                         | i           |             |   |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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specified.

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Week: 10/22/12

Week: 10/29/12

Week: 10/29/12

WISN 10/30/12

WISN 10/29/12

WISN 10/27/12

Start Date

Start Date

10/28/12

End Date

11/04/12

End Date

11/04/12

10/30/12

10/29/12

10/27/12

Nightline

Weekdays

**DWTS** 

News Sat 7-9a

Weekdays

1-----

-1**--**---

Contract / Revision Alt Order# 902331 1 06112211 Contract Dates Product Estimate# 10/24/12 - 10/30/12 NRSC

Advertiser Original Date / Revision 10/24/12 NRSC National Republica / 10/24/12

Spots/

:30

:30

:30

NM

NM

NM

\$750.00

\$5,000.00

\$350.00

\$500.00

\*Line Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount 10/30/12 News M-F 6p WISN 10/29/12 6-630pm :30 NM \$2,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT-----\$1,000.00 WISN 10/24/12 10/26/12 Entertainment Tonigh 630p-7pm :30 NM O \$0.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 \$800.00 Spot Ch Start/End Time Date Range Description <u>Weekdays</u> Length Rate Type 1 WISN 10/22/12-10/28/12 Entertainment Tonigh 630p-7pm ---WThF-:30 \$800.00 NM See MG 17.4, 17.5, 17.6, 17.7, 17.8, 17.9, 17.10, 17.11, 17.12 2 WISN 10/22/12-10/28/12 Entertainment Tonigh 630p-7pm ---WThF----:30 \$800.00 NM See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 3 W/SN 10/22/12-10/28/12 Entertainment Tonigh 630p-7pm ---WThF----:30 \$800.00 NMSee MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 22 WISN 10/29/12 10/30/12 **Entertainment Tonigh** 630p-7pm :30 NM 2 \$1,600,00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 MT---2 \$800.00 23 WISN 10/24/12 10/26/12 Late News 10PM LTC 10-1030p :30 NM \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 --W-F--\$1,500.00 Date Range Spot Ch Description Start/End Time Weekdays <u>Length</u> Rate <u>Type</u> 1 WISN 10/22/12-10/28/12 Late News 10PM LTC 10-1030p :30 \$1.500.00 NM See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 10/30/12 24 WISN 10/29/12 10-1030p Late News 10PM LTC :30 NM 2 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT----2 \$1,500.00 WISN 10/25/12 10/25/12 Late News 1030PM LTC 1030p-11p :30 NM \$850.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \_1\_\_ \$850.00 WISN 10/29/12 10/29/12 Late News 1030PM LTC 1030p-11p :30 NM \$850.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 1 \$850.00 WISN 10/24/12 10/25/12 Nightline 11p-1130p :30 NM 2 \$1,500.00 Start Date End Date **Weekdays** Spots/Week Rate

Start Date End Date **Weekdays** Spots/Week Rate Week: 10/22/12 10/28/12 ---1-\$350.00 1 WISN 10/27/12 10/27/12 SA 5-530p 5a-530p :30 NM Start Date Spots/Week End Date <u>Weekdays</u> Rate Week: 10/22/12 10/28/12 --1-\$500.00 Spot Ch Date Range Description Start/End Time Weekdays <u>Length</u> Rate Type 1 WISN 10/22/12-10/28/12 SA 5-530p 5a-530p -----Sa-:30 \$500.00 NN See MG 31.2 2 WISN 10/28/12-10/28/12 Chris Matthews \*1030-11A ----sı :30 \$500.00 NM MG for 31.1 10/27

\$750.00

Rate

Rate

\$750.00

11p-1130p

Prime Other

\$5,000.00

7-9am

2

Spots/Week

1

Spots/Week

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

|         | Contract / Revision | Alt Order # |  |
|---------|---------------------|-------------|--|
|         | 902331 / 3          | 06112211    |  |
| t Dates | Product             | Estimate #  |  |

Contrac NRSC 10/24/12 - 10/30/12

Advertiser Original Date / Revision NRSC National Republica 10/24/12 / 10/24/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots **Amount** 10/27/12 News Sa 6p-7p WISN 10/27/12 6-7PM :30 NM \$550.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1-\$550.00 WISN 10/27/12 10/27/12 Sat ABC Prime Other Prime Other :30 NM \$7,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----**1**-1 \$7,000.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Туре 1 WISN 10/22/12-10/28/12 Sat ABC Prime Other Prime Other -----Sa-:30 \$7,000.00 NM See MG 33.2 2 WISN 10/22/12-10/28/12 ABC Prime College Footbal 7-1030p -----<del>-</del>Sa--:30 \$7,000.00 NM MG for 33.1 10/27 34 WISN 10/28/12 10/28/12 News Sun 7-9a 7-9am :30 NM 1 \$300.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/22/12 10/28/12 1 \$300.00 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM \$300.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/22/12 10/28/12 ----1 \$300.00 WISN 10/28/12 10/28/12 This Week With Georg 930-1030am :30 NM \$850.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 ----1 1 \$850.00 WISN 10/28/12 News Sun 530pm 10/28/12 530-6p :30 NM \$500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 \$500.00 WISN 10/28/12 10/28/12 Late News 10pm LTC 10p-1030p :30 NM 1 \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1 1 \$1,500.00 WISN 10/28/12 10/28/12 Late News SU 1030PM 1030p-11p :30 NM \$850.00 Start Date **End Date** Weekdays Spots/Week Rate 10/28/12 Week: 10/22/12 ----1 1 \$850.00 WISN 10/27/12 10/27/12 Badgers 230p-6p :30 NM \$8,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 ----s-10/28/12 1 \$8,500.00 WISN 10/25/12 10/25/12 Last Resort Thu 7-8p :30 NM 1 \$3,750.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 --T---1 \$3,750.00 Totals 80 \$68,650.00

Time Period # of Spots Gross Amount Net Amount 10/01/12 -10/28/12 44 \$41,800.00 \$35,530,00 10/29/12 - 10/30/12 36 \$26,850.00 \$22,822.50 Totals 80 \$68,650.00 \$58,352.50

| Signature: | <br> | Date: |  |
|------------|------|-------|--|
|            |      |       |  |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

### OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

### . AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf hold harmless Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any

## 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### 9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be falling to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

# CONTRACT

Contract Agreement Between:

**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

|                         | Contract / Rev | <u>vision</u> | - 4   | <u> Alt Order#</u>        |                |
|-------------------------|----------------|---------------|-------|---------------------------|----------------|
|                         | 902331         | / 4           | ŀ     | 06 <b>1</b> 1221 <b>1</b> |                |
| Product                 |                |               |       |                           |                |
| IRSC                    |                |               |       |                           |                |
| Contract Dates          | Estimate #     |               |       |                           |                |
| 0/24/12 - 10/30/12      |                |               |       |                           |                |
| <u>Advertiser</u>       |                |               | Orto  | ginal Date                | Revision       |
| NRSC National Republica | an Senate Cor  | nm            | 11    | 0/29/12                   | / 10/29/12     |
|                         | Billing Cycle  | Billing       | Cale  | <u>ndar</u>               | Cash/Trade     |
|                         | EOM/EOC        | Broado        | cast  |                           | Cash           |
|                         | Station        | Accou         | nt Ex | recutive                  | Sales Office   |
|                         | WISN           | Will Hi       | ldeb  | randt                     | HRP -Washingto |
|                         | Special Handl  | ling          |       |                           |                |
|                         | Demographic    |               |       |                           |                |
|                         | Adults 25-54   |               |       |                           |                |
|                         |                |               |       |                           |                |
|                         | IDB#           | Advert        | iser  | Code                      | Product Code   |
|                         | 9912521        |               |       |                           |                |
|                         | Agency Ref     |               |       | <u>Advertiser</u>         | Ref            |
|                         |                |               |       |                           |                |

| *Line Ch Start Date End Date Description   | Start/End Time                     | Spots/<br>Days Length Week Rate | Type Spots | Amount     |
|--|------------------------------------|---------------------------------|------------|------------|
| 1 WISN 10/24/12 10/26/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3  | 5-6A<br><u>Rate</u><br>\$250.00    | :30                             | NM 3       | \$750.00   |
| 2 WISN 10/29/12 10/30/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2  | 5-6A<br><u>Rate</u><br>\$250.00    | :30                             | NM 2       | \$500.00   |
| 3 WISN 10/24/12 10/26/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3  | 6-7A<br><u>Rate</u><br>\$500.00    | :30                             | NM 3       | \$1,500.00 |
| 4 WISN 10/29/12 10/30/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2  | 6-7A<br><u>Rate</u><br>\$500.00    | :30                             | NM 2       | \$1,000.00 |
| 5       WISN 10/24/12       10/26/12       Good Morning America         Start Date       End Date       Weekdays       Spots/Week         Week:       10/22/12       10/28/12      wTF       3 | 7-9a<br><u>Rate</u><br>\$500.00    | :30                             | NM 3       | \$1,500.00 |
| 6 WISN 10/29/12 10/30/12 Good Morning America  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2  | 7-9a<br><u>Rate</u><br>\$500.00    | :30                             | NM 2       | \$1,000.00 |
| 7 WISN 10/24/12 10/26/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3   | 9-10am<br><u>Rate</u><br>\$300.00  | :30                             | NM 3       | \$900.00   |
| 8 WISN 10/29/12 10/30/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2   | 9-10am<br><u>Rate</u><br>\$300.00  | :30                             | NM 2       | \$600.00   |
| 9 WISN 10/24/12 10/26/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3   | 10-11am<br><u>Rate</u><br>\$300.00 | :30                             | NM 3       | \$900.00   |
| 10 WISN 10/29/12       10/30/12       The View         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12       MT       2                        | 10-11am<br><u>Rate</u><br>\$300.00 | :30                             | NM 2       | \$600.00   |
| 11 WISN 10/24/12 10/26/12 THE CHEW   | 12P-1P                             | :30                             | NM 3       | \$600.00   |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the specified.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| •••• | (m       |        |      | <br>        |   |  |
|------|----------|--------|------|-------------|---|--|
|      |          |        |      | <br>        | - |  |
|      | 90233    | 1 /    | 4    | 06112211    |   |  |
|      | Contract | / Revi | sion | Alt Order # |   |  |
|      |          |        |      | <br>r:      |   |  |

Contract Dates Product Estimate # NRSC 10/24/12 - 10/30/12

Advertiser Original Date / Revision 10/29/12 / 10/29/12 NRSC National Republica

|  |                           | Spots/            |                  |       |            |
|--|---------------------------|-------------------|------------------|-------|------------|
| *Line Ch Start Date End Date Description   | Start/End Time            | ·                 | ate Type         | Spots | Amount     |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12wTF 3   | <u>Rate</u><br>\$200.00   |                   |                  |       |            |
| 12 WISN 10/29/12 10/30/12 THE CHEW   | 12P-1P                    | :30               | NM               | 2     | \$400.00   |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2 | <u>Rate</u><br>\$200.00   |                   |                  |       |            |
| 13 WISN 10/24/12 10/26/12 3-4p   | 3-4p                      | :30               | NM               | 3     | \$1,500.00 |
| Start DateEnd DateWeekdaysSpots/WeekWeek: 10/22/1210/28/12wTF3   | <u>Rate</u><br>\$500.00   |                   |                  |       |            |
| 14 WISN 10/29/12 10/30/12 3-4p   | 3-4p                      | :30               | NM               | 2     | \$1,000.00 |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2 | <u>Rate</u><br>\$500.00   |                   |                  |       |            |
| 15 WISN 10/24/12 10/26/12 DR. OZ   | 4P-5P                     | :30               | NM               | 3     | \$1,650.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12WTF 3   | <u>Rate</u><br>\$550.00   |                   |                  |       |            |
| 16 WISN 10/29/12 10/30/12 DR. OZ   | 4P-5P                     | :30               | NM               | 2     | \$1,100.00 |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2 | <u>Rate</u><br>\$550.00   |                   |                  |       |            |
| N 17 WISN 10/24/12 10/26/12 News M-F 5p  | 5-530pm                   | :30               | NM               | 10    | \$6,600.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12wTF 3   | <u>Rate</u><br>\$850.00   |                   |                  |       |            |
| Spot Ch Date Range Description   | Start/End Time            | Weekdays Length F | Rate <u>Type</u> |       |            |
| 1 WISN 10/22/12-10/28/12 News M-F 5p   | 5-530pm                   | wThF :30 \$850    |                  |       |            |
| Credited<br>3 WISN 10/22/12-10/28/12 News M-F 5p   | 5-530pm                   | wThF :30 \$850    | ).00 NM          |       |            |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1  |                           |                   |                  |       |            |
| 4 WISN 10/29/12-10/30/12 Nightline  → MG for 19.1,17.3,21.3,21.1,21.2,23.1   | 11p-1130p                 | MTu :30 \$1,850   | 0.00 NM          |       |            |
| 5 WISN 10/29/12-10/30/12 Jimmy Kimmel  | 1130-1230a                | MTu :30 \$375     | 5.00 NM          |       |            |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1     WISN 10/29/12-10/30/12 Jimmy Kimmel   | 1120 12200                | MTU :20 ¢278      | : 00 NB4         |       |            |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1   | 1130-1230a                | MTu :30 \$375     | 5.00 <b>NM</b>   |       |            |
| 7 WISN 10/29/12-10/30/12 Jimmy Kimmel  | 1130-1230a                | MTu :30 \$375     | 5.00 NM          |       |            |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1     WISN 10/29/12-10/30/12 Jimmy Kimmel   | 1130-1230a                | MTu :30 \$37      | 5.00 NM          |       |            |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1     9 WISN 10/29/12-10/30/12 DR. OZ   | 4D 6D                     | 00 000            |                  |       |            |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1   | 4P-5P                     | MTu :30 \$600     | 0.00 NM          |       |            |
| 10 WISN 10/29/12-10/30/12 DR. OZ   | 4P-5P                     | MTu :30 \$600     | 0.00 NM          |       |            |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1     11 WISN 10/29/12-10/30/12 DR. OZ  | 4P-5P                     | MTu :30 \$60      | 0.00 NM          |       |            |
| (h) MG for 19.1,17.3,21.3,21.1,21.2,23.1   |                           |                   |                  |       |            |
| 12 WISN 10/29/12-10/30/12 DR. OZ<br>ℍ MG for 19.1,17.3,21.3,21.1,21.2,23.1   | 4P-5P                     | MTu :30 \$600     | 0.00 NM          |       |            |
| 18 WISN 10/29/12 10/30/12 News M-F 5p  | 5-530pm                   | :30               | NM               | 2     | \$1,700.00 |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2 | <u>Rate</u><br>\$850.00   |                   |                  |       |            |
| N 19 WISN 10/24/12 10/26/12 News M-F 6p  | 6-630pm                   | :30               | NM               | 1     | \$1,000.00 |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        wTF         3 | <u>Rate</u><br>\$1,000.00 |                   |                  |       |            |
| ***  |                           |                   |                  | i     |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required untess otherwise



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

|                 | Contract / Revision | Alt Order# |
|-----------------|---------------------|------------|
|                 | 902331 / 4          | 06112211   |
|                 |                     |            |
| <u>ct Dates</u> | <u>Product</u>      | Estimate # |

Contra NRSC 10/24/12 - 10/30/12

Advertiser Original Date / Revision 10/29/12 / 10/29/12 NRSC National Republica

|  |                                  | Spots/  |                          | ,                   |
|--|----------------------------------|---|--------------------------|---------------------|
| *Line Ch Start Date End Date Description   | Start/End Time                   | Days Length Week Rate                                 | Type Spots               | Amount              |
| Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description   | Rate<br>Start/End Time           | Modeles I comb  | T                        |                     |
| 1 WISN 10/22/12-10/28/12 News M-F 6p   | Start/End Time<br>6-630pm        | <u>Weekdays Length Rate</u><br>wThF :30 \$1,000.00    | <u>Type</u><br><i>NM</i> |                     |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12   | •                                | .50 \$7,000.50  | 14141                    |                     |
| 3 WISN 10/22/12-10/28/12 News M-F 6p   | 6-630pm                          | wThF :30 \$ <del>1,000.00</del>                       | NM                       |                     |
| Credited   |                                  |   |                          |                     |
| 20 WISN 10/29/12 10/30/12 News M-F 6p  | 6-630pm                          | :30   | NM 2                     | \$2,000.00          |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2 | <u>Rate</u><br>\$1,000.00        |   | İ                        |                     |
| 21 WISN 10/24/12 10/26/12 Entertainment Tonigh   | 630p-7pm                         | :30   | NM 0                     | \$0.00              |
| Start Date End Date Weekdays Spots/Week  | Rate                             |   | · · · · · ·              | Ψ0.00               |
| Week: 10/22/12 10/28/12WTF 3   | \$800.00                         |   |                          |                     |
| Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 Entertainment Tonigh   | Start/End Time                   | <u>Weekdays</u> <u>Length</u> <u>Rate</u><br>WThF :30 | <u>Type</u>              |                     |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12   | 630 <i>p-7pm</i>                 | wThF :30  | NM                       |                     |
| 2 WISN 10/22/12-10/28/12 Entertainment Tonigh  | 630p-7pm                         | WThF <b></b> :30 \$800.00                             | NM                       |                     |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12   |                                  |   |                          |                     |
| 3 W/SN 10/22/12-10/28/12 Entertainment Tonigh  | 630p-7pm                         | wThF :30 \$800.00                                     | NM                       |                     |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 22 WISN 10/29/12 10/30/12 Entertainment Tonigh                          | 630p-7pm                         | .20   |                          |                     |
| Start Date End Date Weekdays Spots/Week  | Rate                             | :30   | NM 2                     | \$1,600.00          |
| Week: 10/29/12 11/04/12 MT 2   | \$800.00                         |   |                          |                     |
| N 23 WISN 10/24/12 10/26/12 Late News 10PM LTC   | 10-1030p                         | :30   | NM 0                     | \$0.00              |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        w-F         2 | <u>Rate</u>                      |   | Ì                        |                     |
| Spot Ch Date Range Description   | \$1,500.00<br>Start/End Time     | Weekdays Length Rate                                  | <u>Type</u>              |                     |
| 1 W/SN 10/22/12-10/28/12 Late News 10PM LTC  | 10-1030p                         | WF :30 \$1,500.00                                     | NM                       |                     |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12   | r                                |   | 13,111                   |                     |
| 2 WISN 10/22/12-10/28/12 Late News 10PM LTC  | 10-1030p                         | WF :30 \$ <del>1,500.00</del>                         | NM                       |                     |
| Credited   |                                  |   |                          |                     |
| 24 WISN 10/29/12 10/30/12 Late News 10PM LTC Start Date End Date Weekdays Spots/Week   | 10-1030p                         | :30   | NM 2                     | \$3,000.00          |
| Week: 10/29/12 11/04/12 MT 2   | <u>Rate</u><br>\$1,500.00        |   |                          |                     |
| 25 WISN 10/25/12 10/25/12 Late News 1030PM LTC   | 1030p-11p                        | :30   | NM 1                     | \$850.00            |
| Start Date End Date Weekdays Spots/Week  | Rate                             |   |                          | \$050.00            |
| Week: 10/22/12 10/28/121 1   | \$850.00                         |   |                          |                     |
| 26 WISN 10/29/12 10/29/12 Late News 1030PM LTC   | 1030p-11p                        | :30   | NM 1                     | \$850.00            |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u><br>Week: 10/29/12 11/04/12 1 1                             | <u>Rate</u><br>\$8 <i>5</i> 0.00 |   |                          |                     |
| 27 WISN 10/24/12 10/25/12 Nightline  | 11p-1130p                        | :30   | NM 2                     | £1 500 00           |
| Start Date End Date Weekdays Spots/Week  | Rate                             | .50   | 14141                    | \$1, <i>5</i> 00.00 |
| Week: 10/22/12 10/28/12WT 2  | \$750.00                         |   |                          |                     |
| 28 WISN 10/30/12 10/30/12 Nightline  | 11p-1130p                        | :30   | NM 1                     | \$750.00            |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         -1         1 | <u>Rate</u><br>\$750.00          |   | [                        |                     |
| 29 WISN 10/29/12 10/29/12 DWTS   | ·                                | .20   |                          |                     |
| Start Date End Date Weekdays Spots/Week  | Prime Other<br>Rate              | :30   | NM 1                     | \$5,000.00          |
| Week: 10/29/12 11/04/12 1 1  | \$5,000.00                       |   |                          |                     |
| 30 WISN 10/27/12 10/27/12 News Sat 7-9a  | 7-9am                            | :30   | NM 1                     | \$350.00            |
|  |                                  |   | -                        |                     |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict which the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 902331 / 4 06112211 Contract Dates Product Estimate #

10/24/12 - 10/30/12 NRSC Advertiser

Original Date / Revision 10/29/12 / 10/29/12 NRSC National Republica

| fline Oh Ohat Dat E and a name  | _  | Spots/  |                   |            |
|---|--|---|-------------------|------------|
| *Line Ch Start Date End Date Description  Start Date End Date Weekdays Spots/Week   | Start/End Time                           | Days Length Week Rate   | Type Spots        | Amount     |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1-         1   | <u>Rate</u><br>\$350.00                  |   |                   |            |
| 31 WISN 10/27/12 10/27/12 SA 5-530p  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121 1  | 5a-530p<br><u>Rate</u><br>\$500.00       | :30   | NM 1              | \$500.00   |
| <u>Spot Ch Date Range Description</u> 1 WISN 10/22/12-10/28/12 SA 5-530p  See MG 31.2   | Start/End Time<br>5a-530p                | <u>Weekdays</u> <u>Length</u> <u>Rate</u><br>Sa :30 \$500.00                    | <u>Type</u><br>NM |            |
| 2 WISN 10/28/12-10/28/12 Chris Matthews   | *1030-11A                                | sı :30 \$500.00   | NM                |            |
| N 32 WISN 10/27/12 10/27/12 News Sa 6p-7p  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121 1  | 6-7PM<br><u>Rate</u><br>\$550.00         | :30   | NM 0              | \$0.00     |
| Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 News Sa 6p-7p Credited  | Start/End Time<br>6-7PM                  | Weekdays Length Rate  | Type<br>NM        |            |
| 33 WISN 10/27/12 10/27/12 Sat ABC Prime Other  Start Date   | Prime Other<br><u>Rate</u><br>\$7,000.00 | :30   | NM 1              | \$7,000.00 |
| Spot Ch Date Range Description  1 WISN 10/22/12-10/28/12 Sat ABC Prime Other See MG 33.2  | Start/End Time<br>Prime Other            | Weekdays         Length         Rate          Sa         :30         \$7,000.00 | <u>Type</u><br>NM |            |
| 2 WISN 10/22/12-10/28/12 ABC Prime College Footba  → MG for 33.1 10/27  | I 7-1030p                                | Sa :30 \$7,000.00   | NM                |            |
| 34 WISN 10/28/12 10/28/12 News Sun 7-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1  | 7-9am<br><u>Rate</u><br>\$300.00         | :30   | <b>NM</b> 1       | \$300.00   |
| 35 WISN 10/28/12 10/28/12 Sun 9-930A  Start Date  | 9-930A<br><u>Rate</u><br>\$300.00        | :30   | NM 1              | \$300.00   |
| 36 WISN 10/28/12 10/28/12 This Week With Georg  Start Date  | 930-1030am<br><u>Rate</u><br>\$850.00    | :30   | NM 1              | \$850.00   |
| 37 WISN 10/28/12 10/28/12 News Sun 530pm  Start Date  | 530-6p<br><u>Rate</u><br>\$500.00        | :30   | NM 1              | \$500.00   |
| 38 WISN 10/28/12       10/28/12       Late News 10pm LTC         Start Date       End Date       Weekdays       Spots/Week         Week: 10/22/12       10/28/12      1       1 | 10p-1030p<br><u>Rate</u><br>\$1,500.00   | :30   | NM 1              | \$1,500.00 |
| 39 WISN 10/28/12 10/28/12 Late News SU 1030PM  Start Date   | 1030p-11p<br><u>Rate</u><br>\$850.00     | :30   | NM 1              | \$850.00   |
| 40 WISN 10/27/12 10/27/12 Badgers  Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/125- 1  | 230p-6p<br><u>Rate</u><br>\$8,500.00     | :30   | NM 1              | \$8,500.00 |
| 41 WISN 10/25/12 10/25/12 Last Resort  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12T 1  | Thu 7-8p<br><u>Rate</u><br>\$3,750.00    | :30   | NM 1              | \$3,750.00 |

Totals

76

\$64,750,00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Print Date 10/29/12



|                                       | 902331 / 4      | 06112211  |   |
|---------------------------------------|-----------------|---|---|
| Contract Dates<br>10/24/12 - 10/30/12 | Product<br>NRSC | Estimate #                                      | 7 |
| Advertiser NRSC National Repub        |                 | Original Date / Revision<br>10/29/12 / 10/29/12 | ] |

| Time Period        | # of Spots | Gross Amount | Net Amount  |
|--------------------|------------|--------------|-------------|
| 10/01/12 -10/28/12 | 40         | \$37,900.00  | \$32,215.00 |
| 10/29/12 -10/30/12 | 36         | \$26,850.00  | \$22,822.50 |
| Totals             | 76         | \$64,750.00  | \$55,037.50 |

| Signature: | Date: |
|------------|-------|
|------------|-------|

# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only ilability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

### OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

### AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

### 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### 9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b)                               | The Station shall exercise normal precautions in handling of | f property and mail, but assumes no liability for loss or damage to program or commercia |
|-----------------------------------|--|--|
|                                   |  | The Station will not accept or process mail, correspondence, or telephone calls in       |
| connection with broadcasts except | pt after its prior approval.                                 |  |

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

## Print Date 10/31/12

Page 1 of 7



Milwaukee, WI 53233

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

10/26/12

THE CHEW

|                        | Contract / Revis | Contract / Revision |               | #          |
|------------------------|------------------|---------------------|---------------|------------|
|                        | 902331 /         | 5                   | 0611221       | <br>1      |
| Product                |                  |                     |               |            |
| NRSC                   |                  |                     |               |            |
| Contract Dates         | Estimate #       |                     |               |            |
| 10/24/12 - 10/30/12    |                  |                     |               |            |
| Advertiser             |                  |                     | Original Date | / Revision |
| NRSC National Republic | an Senate Comr   | n                   | 10/31/12      | / 10/31/12 |
|                        | Billing Cycle B  | illing              | Calendar      | Cach/Trade |

Spots/

:30

| Diming Oycie   | Diffind Calefidat | <u> Cash/Trade</u> |
|----------------|-------------------|--------------------|
| EOM/EOC        | Broadcast         | Cash               |
| <u>Station</u> | Account Executive | Sales Office       |
| WISN           | Will Hildebrandt  | HRP -Washingt      |
| Special Hand   | ling              |                    |
|                |                   |                    |
| Demographic    |                   |                    |
| Adults 25-54   |                   |                    |
|                |                   |                    |
| 1554           |                   |                    |
| IDB#           | Advertiser Code   | Product Code       |
| 9912521        |                   |                    |
| Agency Ref     | Advertise         | Ref                |
|                |                   |                    |

NM

3

\$600.00

\*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/24/12 10/26/12 News M-F 5a 5-6A :30 NM Start Date End Date 3 \$750.00 Weekdays Spots/Week <u>Rate</u> Week: 10/22/12 10/28/12 --WTF--\$250.00 WISN 10/29/12 10/30/12 News M-F 5a 5-6A :30 ΝM Start Date 2 End Date \$500.00 **Weekdays** Spots/Week Rate Week: 10/29/12 11/04/12 \$250.00 WISN 10/24/12 10/26/12 News M-F 6a :30 NM 3 <u>Start Date</u> Weekdays \$1,500.00 End Date Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--\$500.00 WISN 10/29/12 10/30/12 News M-F 6a :30 NM 2 Start Date \$1,000.00 End Date **Weekdays** Spots/Week Rate Week: 10/29/12 11/04/12 2 \$500.00 WISN 10/24/12 10/26/12 Good Morning America 7-9a :30 NM Start Date End Date 3 \$1,500.00 **Weekdays** Spots/Week Rate Week: 10/22/12 10/28/12 --WTF-3 \$500.00 WISN 10/29/12 Good Morning America 10/30/12 :30 NM Start Date 2 \$1,000.00 End Date **Weekdays** Spots/Week Rate Week: 10/29/12 11/04/12 2 \$500.00 WISN 10/24/12 LIVE WITH KELLY! 10/26/12 9-10am :30 NM 3 Start Date End Date <u>Weekdays</u> \$900.00 Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--\$300.00 WISN 10/29/12 10/30/12 LIVE WITH KELLY! 9-10am :30 NM 2 Start Date End Date \$600.00 <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 2 \$300.00 WISN 10/24/12 10/26/12 The View 10-11am :30 NM Start Date 3 \$900.00 End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 -WTF--3 \$300.00 10 WISN 10/29/12 10/30/12 The View 10-11am :30 NM 2 Start Date End Date <u>Weekdays</u> \$600.00 Spots/Week Rate Week: 10/29/12 11/04/12 MT----\$300.00 11 WISN 10/24/12

(\* Line Transactions: N = New, E = Edited, D = Deleted)

12P-1P

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Specified,
Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



|                                       | Contract / Rev<br>902331 | <u>ision</u><br>/ 5 | Alt Order #<br>06112211 |  |
|---------------------------------------|--------------------------|---------------------|-------------------------|--|
| Contract Dates<br>10/24/12 - 10/30/12 | Product<br>NRSC          |                     | Estimate #              |  |
| Advertiser NRSC National Repub        | lion                     |                     | ginal Date / Revision   |  |

| *Line Ch Start Date End Date Description  | Start/End Time                                   | Days Ler         | Spor          |                         | Type:                    | Spots | Amount     |
|---|--|------------------|---------------|-------------------------|--------------------------|-------|------------|
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        wtf         3                      | <u>Rate</u><br>\$200.00                          |                  |               |                         |                          | 1     | , arrount  |
| 12 WISN 10/29/12 10/30/12 THE CHEW  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2  | 12P-1P<br><u>Rate</u><br>\$200.00                |                  | :30           |                         | MM                       | 2     | \$400.00   |
| 13 WISN 10/24/12 10/26/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3                     | 3-4p<br><u>Rate</u><br>\$500.00                  |                  | :30           |                         | MM                       | 3     | \$1,500.00 |
| 14 WISN 10/29/12 10/30/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2                     | 3-4p<br><u>Rate</u><br>\$500.00                  |                  | :30           |                         | MM                       | 2     | \$1,000.00 |
| 15 WISN 10/24/12 10/26/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3                   | 4P-5P<br><u>Rate</u><br>\$550.00                 |                  | :30           |                         | NM                       | 3     | \$1,650.00 |
| 16 WISN 10/29/12 10/30/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2                   | 4P-5P<br><u>Rate</u><br>\$550.00                 |                  | :30           |                         | NM                       | 2     | \$1,100.00 |
| E 17 WISN 10/24/12 10/26/12 News M-F 5p  Start Date   | 5-530pm<br><u>Rate</u><br>\$850.00               |                  | :30           |                         | NM                       | 10    | \$6,600.00 |
| Spot Ch Date Range Description  1 W/SN 10/22/12-10/28/12 News M-F 5p Credited   | Start/End Time<br>5-530pm                        | Weekdays<br>WThF | Length<br>:30 | <u>Rate</u><br>\$850.00 | <u>Type</u><br><i>NM</i> |       |            |
| 3 W/SN 10/22/12-10/28/12 News M-F 5p  | 5-530pm  | WThF             | :30           | \$850.00                | NM                       |       |            |
| See MG 17.4, 17.5, 17.6, 17.7, 17.8, 17.9, 17.10, 17.11, 17.12<br>4 WISN 10/29/12-10/30/12 Nightline  | !<br>11p-1130p                                   | MTu              | :30           | \$1,850.00              | NM                       |       |            |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1     WISN 10/29/12-10/30/12 Jimmy Kimmel  | 1130-1230a                                       | MTu              | :30           | \$375.00                | NM                       |       |            |
| <ul> <li>MG for 19.1,17.3,21.3,21.1,21.2,23.1</li> <li>WISN 10/29/12-10/30/12 Jimmy Kimmel</li> <li>MG for 19.1,17.3,21.3,21.1,21.2,23.1</li> </ul> | 1130-1230a                                       | MTu              | :30           | \$375.00                | NM                       |       |            |
| 7 WISN 10/29/12-10/30/12 Jimmy Kimmel  MG for 19.1,17.3,21.3,21.1,21.2,23.1   | 1130-1230a                                       | MTu              | :30           | \$375.00                | NM                       |       |            |
| LR- Network Program Runover<br>8 WISN 10/29/12-10/30/12 Jimmy Kimmel  | 1130-1230a                                       | MTu              | :30           | \$375.00                | NM                       |       |            |
| 9 WISN 10/29/12-10/30/12 DR. OZ<br>⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1   | 4P-5P  | MTu              | :30           | \$600.00                | NM                       |       |            |
| 10 WISN 10/29/12-10/30/12 DR. OZ<br>⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1  | 4P-5P  | MTu              | :30           | \$600.00                | NM                       |       |            |
| 11 WISN 10/29/12-10/30/12 DR. OZ  MG for 19.1,17.3,21.3,21.1,21.2,23.1  | 4P-5P  | MTu              | :30           | \$600.00                | NM                       |       |            |
| 12 WISN 10/29/12-10/30/12 DR. OZ  MG for 19.1,17.3,21.3,21.1,21.2,23.1  | 4P-5P  | MTu              | :30           | \$600.00                | NM                       |       |            |
| 10 MICH 1000MD 1000MD   | 5-530pm<br>Rate                                  |                  | :30           |                         | NM                       | 2     | \$1,700.00 |
| E 10 MICN 10/04/40 10/00/40 11 11   | \$850.00<br>6-630pm<br><u>Rate</u><br>\$1,000.00 |                  | :30           |                         | MM                       | 1     | \$1,000.00 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

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10/31/12

/ 10/31/12



|                                       | Contract / Revision<br>902331 / 5 | Alt Order #<br>06112211 |
|---------------------------------------|-----------------------------------|-------------------------|
| Contract Dates<br>10/24/12 - 10/30/12 | Product<br>NRSC                   | Estimate #              |
| Advertiser                            | Or                                | iginal Date / Revision  |

NRSC National Republica

| *Line Ch Start Date End Date Description   | Start/End Time                             | Spots/ Days Length Week Rate  | Type Spots   | A                           |
|--|--|---|--------------|-----------------------------|
| Spot Ch. Deta Board Weekdays Spots/Week  | <u>Rate</u>                                | 1 and | rypeopols    | Amount                      |
| Spot Ch         Date Range         Description           1 WISN         10/22/12-10/28/12         News M-F 6p  | Start/End Time<br>6-630pm                  | Weekdays Length Rate  | <u>Type</u>  |                             |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10.17.11.17.1  | 0-030 <i>pm</i><br>12                      | WThF :30 \$1,000.00   | NM           |                             |
| 3 WISN 10/22/12-10/28/12 News M-F 6p<br>Credited   | 6-630 <i>pm</i>                            | wThF :30 \$ <del>1,000.00</del>   | NM           |                             |
| 20 WISN 10/29/12 10/30/12 News M-F 6p  | 6-630pm                                    | :30   | NM 2         | <b>PO 000 00</b>            |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         MT         2   | <u>Rate</u><br>\$1, <i>000.</i> 0 <i>0</i> | .50   | NM 2         | \$2,000.00                  |
| E 21 WISN 10/24/12 10/26/12 Entertainment Tonigh   | 630p-7pm                                   | :30   | NM 0         | \$0.00                      |
| Start DateEnd DateWeekdaysSpots/WeekWeek: 10/22/1210/28/12wTF3   | <u>Rate</u><br>\$8 <i>00</i> .00           |   |              | Ψ0.00                       |
| Spot Ch Date Range Description   | Start/End Time                             | Weekdays Length Rate  | Typo         |                             |
| 1 WISN 10/22/12-10/28/12 Entertainment Tonigh  | 630p-7pm                                   | WThF :30 \$800.00   | Type<br>NM   |                             |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1 2 WISN 10/22/12-10/28/12 Entertainment Tonigh  |  |   |              |                             |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10.17.11.17.1  | 630p-7pm<br>2                              | WThF :30 \$800.00   | NM           |                             |
| 3 W/SN 10/22/12-10/28/12 Entertainment Tonigh<br>See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1   | 630p-7pm                                   | WThF :30 \$800.00   | NM           |                             |
| 22 WISN 10/29/12 10/30/12 Entertainment Tonigh   | 630p-7pm                                   | :30   | NIM C        |                             |
| Start Date End Date Weekdays Spots/Week  | <u>Rate</u>                                | .50   | NM 2         | \$1, <i>60</i> 0. <i>00</i> |
|  | \$800.00                                   |   |              |                             |
| Charle Date of the Control of the Co | 10-1 <i>0</i> 3 <i>0</i> p                 | :30   | NM 0         | \$0.00                      |
| Week: 10/22/12   | <u>Rate</u><br>\$1,5 <i>00.00</i>          |   |              |                             |
| Spot Ch Date Range Description   | Start/End Time                             | Weekdays Length Rate  | <u>Ty</u> pe |                             |
| 1 WISN 10/22/12-10/28/12 Late News 10PM LTC<br>See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12  | 10-1030p                                   | WF :30 \$1,500.00   | NM           |                             |
| 2 WISN 10/22/12-10/28/12 Late News 10PM LTC  | 2<br>10-1030p                              | WF :30 \$1-500.00   |              |                             |
| Credited   | 10-1030p                                   | WF :30 \$ <del>1,500.00</del>   | NM           |                             |
| 24 WISN 10/29/12 10/30/12 Late News 10PM LTC   | 10-1030p                                   | :30   | NM 2         | <b>#</b> 0.000.00           |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2   | Rate                                       | .00   | NM 2         | \$3,000.00                  |
|  | \$1,500.00                                 |   |              |                             |
| 25 WISN 10/25/12 10/25/12 Late News 1030PM LTC Start Date End Date Weekdays Spots/Week   | 1030p-11p                                  | :30   | NM 1         | \$850.00                    |
| Week: 10/22/12 10/28/121 1   | <u>Rate</u><br>\$85 <i>0.0</i> 0           |   |              |                             |
| 26 WISN 10/29/12 10/29/12 Late News 1030PM LTC   | 1030p-11p                                  | :30   | NINA 4       |                             |
| Start Date End Date Weekdays Spots/Week  | Rate                                       | .50   | NM 1         | \$850.00                    |
| Week: 10/29/12 11/04/12 1 1  | \$850.00                                   |   |              |                             |
| 27 WISN 10/24/12 10/25/12 Nightline Start Date End Date Weekdays Spots/Week  | 11p-1130p                                  | :30   | NM 2         | \$1,500.00                  |
| Week: 10/22/12   | <u>Rate</u><br>\$75 <i>0.00</i>            |   |              |                             |
| 28 WISN 10/30/12 10/30/12 Nightline  | 11p-1130p                                  | :30   | NM 1         | <b>\$750.00</b>             |
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         -1         1   | Rate                                       |   | (Alv)        | \$75 <i>0.00</i>            |
| 29 WISN 10/29/12 10/29/12 DWTS   | \$750.00<br>Prime Other                    |   |              |                             |
| Start Date End Date Weekdays Spots/Week  | Rate                                       | :30   | NM 1         | \$5,000.00                  |
| Week: 10/29/12 11/04/12 1 1  | \$5, <i>000.00</i>                         |   |              |                             |
| 30 WISN 10/27/12 10/27/12 News Sat 7-9a  | 7-9am                                      | :30   | NM 1         | \$350.00                    |
|  |  |   | •            | +550,00                     |

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Contract / Revision Alt Order# 902331 / 5 06112211 Contract Dates Product Estimate # 10/24/12 - 10/30/12 NRSC

<u>Advertiser</u> Original Date / Revision NRSC National Republica 10/31/12 / 10/31/12

| *Line Ch Start Date End Date Description  | Start/End Time                               | Spots/<br>Days Length Week Rate   | Type Spots               | A          |
|---|--|---|--------------------------|------------|
| Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1-         1                 | Rate   | Laye Longitt Work Male  | 1 ype Spois              | Amount     |
| E 31 WISN 10/27/12 10/27/12 SA 5-530p  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121- 1                                   | \$350.00<br>5a-530p<br>Rate                  | :30   | NM 1                     | \$500.00   |
| <u>Spot Ch Date Range Description</u> 1 WISN 10/22/12-10/28/12 SA 5-530p  See MG 31.2   | \$500.00<br><u>Start/End Time</u><br>5a-530p | <u>Weekdays Length</u> <u>Rate</u><br>Sa :30 \$500.00                           | <u>Type</u><br><i>NM</i> |            |
| 2 WISN 10/28/12-10/28/12 Chris Matthews   | *1030-11A                                    | Si :30 \$500.00   | NM                       |            |
| E 32 WISN 10/27/12 10/27/12 News Sa 6p-7p  Start Date   | 6-7PM<br><u>Rate</u><br>\$550.00             | :30   | NM 0                     | \$0.00     |
| Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 News Sa 6p-7p Credited  | Start/End Time<br>6-7PM                      | Weekdays         Length         Rate          Sa         :30         \$550.00   | <u>Tγpe</u><br><i>NM</i> |            |
| E 33 WISN 10/27/12 10/27/12 Sat ABC Prime Other  Start Date   | Prime Other Rate \$7,000.00                  | :30   | NM 1                     | \$7,000.00 |
| Spot Ch Date Range Description  1 WISN 10/22/12-10/28/12 Sat ABC Prime Other See MG 33.2  | Start/End Time<br>Prime Other                | Weekdays         Length         Rate          Sa         :30         \$7,000.00 | <u>Type</u><br>NM        |            |
| 2 WISN 10/22/12-10/28/12 ABC Prime College Footbal  | 7-1030p                                      | Sa :30 \$7,000.00   | NM                       |            |
| 34 WISN 10/28/12 10/28/12 News Sun 7-9a  Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1                                   | 7-9am<br><u>Rate</u><br>\$300.00             | :30   | NM 1                     | \$300.00   |
| 35 WISN 10/28/12 10/28/12 Sun 9-930A  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121 1                                     | 9-930A<br><u>Rate</u><br>\$300.00            | :30   | NM 1                     | \$300.00   |
| 36 WISN 10/28/12 10/28/12 This Week With Georg <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1 | 930-1030am<br><u>Rate</u><br>\$850.00        | :30   | NM 1                     | \$850.00   |
| 37 WISN 10/28/12 10/28/12 News Sun 530pm  Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1                                  | 530-6p<br><u>Rate</u><br>\$500.00            | :30   | NM 1                     | \$500.00   |
| 38 WISN 10/28/12 10/28/12 Late News 10pm LTC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1   | 10p-1030p<br><u>Rate</u><br>\$1,500.00       | :30   | NM 1                     | \$1,500.00 |
| 39 WISN 10/28/12 10/28/12 Late News SU 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1  | 1030p-11p<br>Rate<br>\$850.00                | :30   | NM 1                     | \$850.00   |
| 40 WISN 10/27/12 10/27/12 Badgers  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12S- 1                                       | 230p-6p<br><u>Rate</u><br>\$8,500.00         | :30   | NM 1                     | \$8,500.00 |
| 41 WISN 10/25/12 10/25/12 Last Resort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12T 1          | Thu 7-8p  Rate \$3,750.00                    | :30   | NM 1                     | \$3,750.00 |
| N 42 WISN 10/29/12 10/29/12 630-7p  | 630-7p                                       | :30   | NM 1                     | \$1,000.00 |

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37

77

10/29/12 -10/30/12

Totals

|                                       | Contract / Ro<br>902331 | evision<br>/ 5 | Alt Order #<br>06112211                         |  |
|---------------------------------------|-------------------------|----------------|---|--|
| Contract Dates<br>10/24/12 - 10/30/12 | Product<br>NRSC         | *              | Estimate #                                      |  |
| Advertiser NRSC National Reput        | lica                    | 2              | Driginal Date / Revision<br>10/31/12 / 10/31/12 |  |

|                    | ite End Date De                         |              | Start/End Time     | Days | Spots/<br>Length Week | Rate | Type Spots | Amount      |
|--------------------|---|--------------|--------------------|------|-----------------------|------|------------|-------------|
|                    | <u>End Date</u> <u>Week</u><br> 1/04/12 |              | Rate<br>\$1,000.00 |      |                       |      |            |             |
|                    |   |              |                    |      | Totals                | 3    | 77         | \$65,750.00 |
| Time Period        | # of Spots                              | Gross Amount | Net Amount         |      |                       |      |            |             |
| 10/01/12 -10/28/12 | 40                                      | \$37,900.00  | \$32,215.00        |      |                       |      |            |             |

\$23,672.50

\$55,887.50

| Signature: | Date: |
|------------|-------|
|            |       |

\$27,850.00

\$65,750.00

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

### TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

### 1. **BILLING AND PAYMENTS**

Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.

(b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

### **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. **OMISSION OF BROADCAST**

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain necessary to enable the Station to comply with the Communications Act or 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

#### 4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notity Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

### INDEMNIFICATION 7.

Agency and Advertiser will jointly and severally indemnity and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnity and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notity and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

#### 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### GENERAL

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the (a)

face hereof.

| (b)<br>materials and other property fumi<br>connection with broadcasts excep  | The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial shed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in tafter its prior approval.  |
|---|---|
| hereunder (excluding advertising<br>Advertiser has theretofore made p<br>party monies which may be or be<br>statement of account) from Statio<br>billings within 45 days after the en<br>as to relieve Advertiser of, or dimi | Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment er, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof nelly remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third come payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current in that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on do fithe month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so nish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to Advertiser except that in such case no commission will be |

Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]



WISN TV 759 N. 19th Street Milwaukee, WI 53233 Main: (414)342-8812

Billing: (781)433-4283

www.wisn.com

Billing Address:

Strategic Media - DC Attention: Accounts Payable 3299 K St NW Suite 200 Washington, DC 20007

Send Payment To:

**WISN TV** PO Box 26879 Lehigh Valley, PA 18002-6879

| Invoice # | Invoice Date | Invoice Month | Invoice Period               |
|-----------|--------------|---------------|------------------------------|
| 902331-1  | 10/28/12     | October 2012  | 10/01/12 - 1 <b>0/2</b> 8/12 |

| <u>Station</u> | Account Executive | Sales Office   | Sales Region |
|----------------|-------------------|----------------|--------------|
| WISN           | Will Hildebrandt  | HRP -Washingto | National     |

| <u>Advertiser</u>        | Product | Estimate Number |
|--------------------------|---------|-----------------|
| NRSC National Republican | NRSC    |                 |

| 10/24/12 - 10/30/12 | 902331       | 06112211 |
|---------------------|--------------|----------|
| Billing Calendar    | Billing Type | Deal #   |

Cash

Special Handling

Broadcast

| IDB#    | Advertiser Code | Product Code |
|---------|-----------------|--------------|
| 9912521 |                 |              |
|         |                 |              |

| Agency Ref | Advertiser Ref |  |
|------------|----------------|--|
|            |                |  |

|                 |                        |                                 |                   |                         |              | Spots/                |          |      |  |
|-----------------|------------------------|---------------------------------|-------------------|-------------------------|--------------|-----------------------|----------|------|--|
| Line Start Date | End Date               | Description                     | Start/End Time    | MTWTFSS                 | Length       | Week                  | Rate     | Туре |  |
| 1 10/24/12      | 10/26/12               | News M-F 5a                     | 5-6A              | WTF                     | :30          | 3                     | \$250.00 | NM   | ······································ |
| Weeks:          | Start Date<br>10/22/12 | End Date MTWTFS:                |                   | <u>Rate</u><br>\$250.00 |              |                       |          |      |  |
| Spots: # Cl     |                        |                                 | -                 | Start/End Time          | Lengt        | h Ad-ID               |          |      | Rate Typ                               |
| 1 W             | ISN W 10/              | /24/12 5:28 AM Nev              | vs M-F 5a         | 5-6A                    | :3           | 0 NRSCWI04            | 12TVH    |      | \$250.00 NI                            |
| 2 W             | ISN Th 10/             | 25/12 4:58 AM Nev               | vs M-F 5a         | 5-6A                    | :3           | O NRSCWIO4            | 12TVH    |      | \$250.00 NI                            |
| 3 W             | ISN F 10/              | 26/12 5:12 AM Nev               | vs M-F 5a         | 5-6A                    | :3           | 0 NRSCWI04            | 12TVH    |      | \$250.00 N                             |
| 3 10/24/12      | 10/26/12               | News M-F 6a                     | 6-7A              | WTF                     | :30          | 3                     | \$500.00 | NM   |  |
| Weeks:          | Start Date<br>10/22/12 | End Date MTWTFSS<br>10/28/12WTF |                   | <u>Rate</u><br>\$500.00 |              |                       |          |      |  |
| Spots: # Cl     |                        |                                 | <u>cription</u>   | Start/End Time          | <u>Lengt</u> | <u>h</u> <u>Ad-ID</u> |          |      | Rate Typ                               |
|                 |                        | 24/12 7:00 AM Nev               | vs M-F6a          | 6-7A                    | :3           | 0 NRSCWI04            | 12TVH    |      | \$500.00 N                             |
|                 |                        | 25/12 6:58 AM New               |                   | 6-7A                    |              | 0 NRSCWI04            |          |      | \$500.00 N                             |
| 2 W             | ISN F 10/              | 26/12 6:00 AM New               | /s M-F 6a         | 6-7A                    | :3           | 0 NRSCWI04            | 12TVH    |      | \$500.00 N                             |
| 5 10/24/12      | 10/26/12               | Good Morning Amer               | ica 7-9a          | WTF                     | :30          | 3                     | \$500.00 | NM   |  |
| Weeks:          | Start Date<br>10/22/12 | End Date MTWTFSS                |                   | <u>Rate</u><br>\$500.00 |              |                       |          |      |  |
| Spots: # Cl     | Day Air                | Date Air Time Des               | cription          | Start/End Time          | Lengt        | h Ad-ID               |          |      | Rate Type                              |
|                 |                        |                                 | d Morning America | 7-9a                    | :3           | O NRSCWI04            | 12TVH    |      | \$500.00 NA                            |
| 1 W             | ISN Th 10/             | 25/12 8:48 AM Goo               | d Morning America | 7-9a                    | :3           | 0 NRSCWI04            | 12TVH    |      | \$500.00 NN                            |
| 3 W             | ISN F 10/              | 26/12 8:53 AM Goo               | d Morning America | 7-9a                    | :3           | 0 NRSCWI04            | 12TVH    |      | \$500.00 NN                            |
| 7 10/24/12      | 10/26/12               | LIVE WITH KELLY!                | 9-10am            | WTF                     | :30          | 3                     | \$300.00 | NM   |  |
| Weeks:          | Start Date<br>10/22/12 | End Date MTWTFSS<br>10/28/12WTF |                   | <u>Rate</u><br>\$300.00 |              |                       |          |      |  |
| Spots: # Ch     | n <u>Day</u> Air       | Date Air Time Des               | <u>cription</u>   | Start/End Time          | Lengt        | h Ad-ID               |          |      | Rate Type                              |
|                 |                        | 24/12 9:39 AM LIVE              | WITH KELLY!       | 9-10am                  | :3           | 0 NRSCWI04            | 12TVH    |      | \$300.00 NA                            |
| 3 WI            | SN Th 10/              | 25/12 9:49 AM LIVE              | WITH KELLY!       | 9-10am                  | :3           | 0 NRSCWI04            | 12TVH    |      | \$300.00 NN                            |
| 1 W             | SN F 10/               | 26/12 9:53 AM LIVE              | WITH KELLY!       | 9-10am                  | :3           | 0 NRSCWI04            | 12TVH    |      | \$300.00 NN                            |
| 9 10/24/12      | 10/26/12               | The View                        | 10-11am           | M1E                     | :30          | 3                     | \$300.00 | NM   |  |
| Weeks:          | Start Date<br>10/22/12 | End Date MTWTFSS<br>10/28/12WTF |                   | <u>Rate</u><br>\$300.00 |              |                       |          |      |  |



Invoice # Invoice Date Invoice Month Invoice Period 902331-1 10/28/12 October 2012 10/01/12 - 10/28/12

| Advertiser               | Product | Estimate Number |
|--------------------------|---------|-----------------|
| NRSC National Republican | NRSC    |                 |

|                   |                          |   |  |                           |                     | Spots/                         |            |        |                                      |
|-------------------|--------------------------|---|--|---------------------------|---------------------|--------------------------------|------------|--------|--------------------------------------|
| ne Start Dat      | e End Date               | Description   | Start/End Time                         | MTWTFSS                   | Length              | Week                           | Rate       | Type   |                                      |
| 9 10/24/12        | 10/26/12                 | The View  | 10-11am                                | WTF                       | :30                 | 3                              | \$300.00   | NM     |                                      |
| Spots: # 6        |                          | <u>Date</u> <u>Air Time</u> <u>Des</u><br>/24/12 10:32 AM The |  | Start/End Time<br>10-11am |                     | th <u>Ad-ID</u><br>30 NRSCWIO4 | 12т∨н      |        | <u>Rate</u> <u>Typ</u><br>\$300.00 N |
| 1 \               | NISN Th 10               | 25/12 10:38 AM The  | View                                   | 10-11am                   | :3                  | 0 NRSCWI04                     | 12TVH      |        | \$300.00 N                           |
| 3 \               | WISN F 10                | /26/12 10:32 AM The   | View                                   | 10-11am                   | :3                  | 0 NRSCWIO4                     | 12TVH      |        | \$300.00 N                           |
| 11 10/24/12       | 10/26/12                 | THE CHEW  | 12P-1P                                 | WTF                       | :30                 | 3                              | \$200.00   | NM     |                                      |
| Weeks:            | Start Date_<br>10/22/12  | End Date MTWTFSS<br>10/28/12wTF                               |  | <u>Rate</u><br>\$200.00   |                     |                                |            |        |                                      |
| Spots: # 0        |                          |   | ······································ | Start/End Time            |                     | h Ad-ID                        |            |        | <u>Rate</u> Typ                      |
|                   | -                        | 24/12 12:00 PM THE  |  | 12P-1P                    |                     | 0 NRSCWI04                     |            |        | \$200.00 NI                          |
|                   |                          | 25/12 12:00 PM THE  |  | 12P-1P                    |                     | 0 NRSCWI04                     |            |        | \$200.00 NI                          |
| 3 V               | VISN F 10/               | 26/12 12:57 PM THE  | CHEW                                   | 12P-1P                    | :3                  | 0 NRSCWIO4                     | TZTVH      |        | \$200.00 N                           |
| 13 10/24/12       | 10/26/12                 | 3-4p  | 3-4p                                   | WTF                       | :30                 | 3                              | \$500.00   | NM     |                                      |
| Weeks:            | Start Date<br>10/22/12   | End Date MTWTFSS<br>10/28/12WTF                               |  | <u>Rate</u><br>\$500.00   |                     |                                |            |        |                                      |
| Spots: # 0        |                          |   | ······································ | Start/End Time            |                     | h Ad-ID                        |            |        | <u>Rate</u> <u>Typ</u>               |
|                   |                          | 24/12 3:36 PM 3-4p  |  | 3-4p                      |                     | 0 NRSCWI04                     |            |        | \$500.00 NI                          |
|                   |                          | 25/12 3:25 PM 3-4p  |  | 3-4p                      |                     | O NRSCWIO4                     |            |        | \$500.00 NI                          |
| 15 10/24/12       | 10/26/12                 | 26/12 3:40 PM 3-4p<br>DR. OZ                                  | 4P-5P                                  | 3-4p<br>WTF               | :30                 | 0 NRSCWIO4                     | \$550.00   | NM     | \$500.00 N                           |
| Weeks:            | Start Date               | End Date MTWTFSS  |  | Rate                      |                     |                                | Ψοσο.σο    | I WIWI |                                      |
| vvecns.           | 10/22/12                 | 10/28/12WTF   |  | \$550.00                  |                     |                                |            |        |                                      |
| Spots: <u>#</u> 0 |                          |   |  | Start/End Time            |                     | <u>h</u> Ad-ID                 |            |        | Rate Typ                             |
|                   |                          | 24/12 4:55 PM DR.   |  | 4P-5P                     |                     | 0 NRSCWIO4                     |            |        | \$550.00 N                           |
|                   |                          | 25/12 4:24 PM DR.   |  | 4P-5P                     |                     | 0 NRSCWI04                     |            |        | \$550.00 NI                          |
| 2 V               | VISN F 10/               | 26/12 4:21 PM DR.   | OZ                                     | 4P-5P                     | :3                  | 0 NRSCWIO4                     | TZTVH      |        | \$550.00 N                           |
| 17 10/24/12       | 10/26/12                 | News M-F 5p   | 5-530pm                                | WTF                       | :30                 | 3                              | \$850.00   | NM     |                                      |
| Weeks:            | Start Date_<br>10/22/12  | End Date MTWTFSS<br>10/28/12WTF                               |  | <u>Rate</u><br>\$850.00   |                     |                                |            |        |                                      |
| Spots: <u>#</u> C |                          | Date <u>Air Time</u> Desc                                     |  | Start/End Time            | Lengt               | h Ad-ID                        |            |        | Rate Type                            |
| 3 V               | VISN W 10/               |   | 's M-F 5p<br>8,17.9,17.10,17.11,17.1   | 5-530pm                   | .0                  | 0                              |            |        | \$850.00 NA                          |
| 2 V               |                          | 25/12 5:14 PM New   |  | 5-530pm                   | :3                  | 0 NRSCWI04                     | 12TVH      |        | \$850.00 NN                          |
|                   |                          |   | s M-F 5p                               | 5-530 <i>pm</i>           | :0                  |                                |            |        | \$850.00 NI                          |
| 19 10/24/12       | 10/26/12                 | News M-F 6p   | 6-630pm                                | WTF                       | :30                 | 3                              | \$1,000.00 | NM     |                                      |
| Weeks:            | Start Date<br>10/22/12   | End Date MTWTFSS 10/28/12WTF                                  |  | <u>Rate</u><br>\$1,000.00 |                     |                                |            |        | · <u>·</u>                           |
| Spots: # C        |                          |   | <del>-</del>                           | Start/End Time            | Lenat               | h Ad-ID                        |            |        | Rate Type                            |
|                   | VISN W 10/2              | 24/12 New   | s M-F 6p                               | 6-630 <i>pm</i>           | <u>207191</u><br>0: |                                |            |        | \$1,000.00 NA                        |
| 0.14              |                          |   | 8,17.9,17.10,17.11,17.1<br>a.M. E.Sa   |                           | _                   | 0                              |            |        | #4 000 cc                            |
|                   | VISN Th 10/2<br>Credited |   | s M-F 6p                               | 6-630pm                   | .0                  |                                | 1.0        |        | \$1,000.00 NA                        |
| 2 W               | /ISN F 10/2              | 26/12 6:13 PM New   | s M-F 6p                               | 6-630pm                   | :3                  | 0 NRSCWIO4                     | 12TVH      |        | \$1,000.00 NN                        |
| 21 10/24/12       | 10/26/12                 | Entertainment Tonigl  | n 630p-7pm                             | WTF                       | :30                 | 3                              | \$800.00   | NM     |                                      |



Send Payment To: WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Invoice Month Invoice # Invoice Date Invoice Period 902331-1 10/28/12 October 2012 10/01/12 - 1**0/2**8/12

| Advertiser               | Product | Estimate Number                         |
|--------------------------|---------|---|
| NRSC National Republican | NRSC    | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |

| : C+     | t Data         | End Data               | Description                               | Cto t/F - d Ti                               |                         | 1             | Spots/          | D-4-       | <b>T</b> | <u>.</u>                  |
|----------|----------------|------------------------|---|--|-------------------------|---------------|-----------------|------------|----------|---------------------------|
| ine Star |                | End Date               | Description                               | Start/End Time                               | MTWTFSS                 | Length        | Week            | Rate       | Туре     |                           |
| Weel     | ks:            | Start Date<br>10/22/12 | End Date MTWTFSS<br>10/28/12WTF           | <u>Spots/Week</u><br>3                       | <u>Rate</u><br>\$800.00 |               |                 |            |          |                           |
| Spots    | s: <u>#</u> Ch | Day Air                |   | <del>-</del>                                 | Start/End Time          | Lengt         | h Ad-ID         |            |          | Rate Tvp                  |
| •        |                |                        |   | tainment Tonigh                              | 630p-7pm                | :C            |                 |            |          | \$800.00 N                |
|          |                |                        | 17.4,17.5,17.6,17.7,17.8                  |  |                         |               |                 |            |          |                           |
|          |                |                        | 17.4,17.5,17.6,17.7,17.8                  |  | 630p-7pm                | 0.            | 00              |            |          | \$800.00 N                |
|          | 3 WIS          |                        | /26/12 Enter<br>                          | tainment Tonigh<br>,17.9,17.10,17.11,17.12   | 630p-7pm                |               | 00              |            |          | \$800.00 N                |
| 23 10/2  | 4/12           | 10/26/12               | Late News 10PM LTC                        | 10-1030p                                     | W-F                     | :30           | 2               | \$1,500.00 | NM       |                           |
| Weel     |                | Start Date<br>10/22/12 | End Date MTWTFSSW-F                       | Spots/Week<br>2                              | Rate<br>\$1,500.00      |               |                 |            | -        |                           |
| Spots    | s: <u>#</u> Ch | <u>Daγ Air</u>         | Date Air Time Descri                      | <u>ription</u>                               | Start/End Time          | Lengt         | h Ad-ID         |            |          | Rate Typ                  |
|          | 1 WIS          |                        | /24/12 Late /<br>17.4,17.5,17.6,17.7,17.8 | Vews 10PM LTC<br>, 17.9, 17.10, 17.11, 17.12 | 10-1030p                | :0            |                 |            |          | \$1,500.00 Ni             |
|          | 2 WIS          | N F 10/<br>Credited    |   | Vews 10PM LTC                                | 10-1030p                | :0            | 0               |            |          | \$ <del>1,500.00</del> Ni |
| 25 10/2  | 5/12           | 10/25/12               | Late News 1030PM L                        | TC 1030p-11p                                 | 1                       | :30           | 1               | \$850.00   | NM       |                           |
| Week     |                | Start Date<br>10/22/12 | End Date MTWTFSS1                         | Spots/Week<br>1                              | <u>Rate</u><br>\$850.00 |               |                 |            |          |                           |
| Spots    | : <u>#</u> Ch  | Day Air                | Date Air Time Descr                       | <u>iption</u>                                | Start/End Time          | Lengt         | <u>h</u> Ad-ID  |            |          | Rate Typ                  |
|          | 1 WIS          | N Th 10/               | 25/12 10:58 PM Late N                     | lews 1030PM LTC                              | 1030p-11p               | :3            | 0 NRSCWIO       | 1412TVH    |          | \$850.00 N                |
| 27 10/24 | 1/12           | 10/25/12               | Nightline                                 | 11p-1130p                                    | WT                      | :30           | 2               | \$750.00   | NM       |                           |
| Week     |                | Start Date<br>10/22/12 | End Date MTWTFSS<br>10/28/12WT            | Spots/Week<br>2                              | <u>Rate</u><br>\$750.00 |               |                 | ***        |          |                           |
| Spots    | : <u>#</u> Ch  | Day Air                | Date Air Time Descr                       | <u>iption</u>                                | Start/End Time          | Lengt         | h Ad-ID         |            |          | Rate Type                 |
|          | 1 WIS          | N W 10/.               | 24/12 11:08 PM NightI                     | ine  | 11p-1130p               | :3            | 0 NRSCWIO       | 412TVH     |          | \$750.00 NN               |
|          | 2 WIS          | N Th 10/               | 25/12 11:26 PM NightI                     | ine  | 11p-1130p               | :3            | 0 NRSCWIO       | 412TVH     |          | \$750.00 NM               |
| 30 10/27 | 7/12           | 10/27/12               | News Sat 7-9a                             | 7-9am  | 1-                      | :30           | 1               | \$350.00   | NM       | -                         |
| Week     |                | Start Date<br>10/22/12 | End Date MTWTFSS 10/28/121-               | Spots/Week<br>1                              | <u>Rate</u><br>\$350.00 |               |                 |            |          |                           |
| Spots    | : <u>#</u> Ch  | <u>Day Air</u>         | Date Air Time Descr                       | <u>iption</u>                                | Start/End Time          | Lengt         | h Ad-ID         |            |          | Rate Type                 |
|          | 1 WIS          | N Sa 10/2              | 27/12 7:11 AM News                        | Sat 7-9a                                     | 7-9am                   | :3            | 0 NRSCWIO       | 412TVH     |          | \$350.00 NN               |
| 31 10/27 | 7/12           | 10/27/12               | SA 5-530p                                 | 5a-530p                                      | 1-                      | :30           | 1               | \$500.00   | NM       |                           |
| Week     | _              | Start Date<br>10/22/12 | End Date MTWTFSS 10/28/121-               | Spots/Week<br>1                              | <u>Rate</u><br>\$500.00 |               |                 |            |          |                           |
| Spots    | : <u>#</u> Ch  | Day Air                |   | ption  | Start/End Time          | <u>Len</u> at | h Ad-ID         |            |          | Rate Type                 |
|          | 1 WIS          | N Sa 10/2              | 27/12 SA 5-8                              | 530 <i>p</i>                                 | 5a-530p                 | :0            |                 |            |          | \$500.00 NA               |
|          | 0 1440         | See MG                 |   | Matthaura                                    | *4020 445               |               | A 1100 00 00 00 | 41 7 - 1   |          | A500 55 55                |
|          | 2 VVIS         | N Su 10/2<br>MG for 3  |   | viattnews                                    | *1030-11A               | :3            | 0 NRSCWIO       | 412TVH     |          | \$500.00 NA               |
| 32 10/27 | //12           | 10/27/12               | News Sa 6p-7p                             | 6-7PM  | 1-                      | :30           | 1               | \$550.00   | NM       |                           |
| Week     |                | Start Date<br>0/22/12  | End Date MTWTFSS 10/28/121-               | Spots/Week<br>1                              | <u>Rate</u><br>\$550.00 | ,             |                 |            |          |                           |
| Spots    |                | Day Air I              |   | ption  | Start/End Time          | Lengt         | h Ad-ID         |            |          | Rate Type                 |
|          | 1 WIS          | N Sa 10/2<br>Credited  | 27/12 News                                | Sa 6p-7p                                     | 6-7PM                   | .0            | 0               |            |          | \$550.00 NN               |
|          | 7/12           | 10/27/12               | Sat ABC Prime Other                       | Prime Other                                  | 1-                      | :30           | 1               | \$7,000.00 | NM       |                           |

INVOICE



Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

| Invoice # | Invoice Date | Invoice Month | Invoice Period               |
|-----------|--------------|---------------|------------------------------|
| 902331-1  | 10/28/12     | October 2012  | 10/01/12 - 1 <b>0/2</b> 8/12 |

|   |                          | <del>,</del> |                   |
|---|--------------------------|--------------|-------------------|
| - | Advertiser               | Product      | Estimate Number   |
| i | <u> </u>                 | r roddbt     | Estimate Harribei |
| - | NRSC National Republican | NDCC         |                   |
| i | MASC Madonal Republican  | MUSC         |                   |
|   |                          |              |                   |

| Line | Start Date                  | End Date                                    | Description  | Start/End Time                          | MTWTFSS                      | Length | Week                                 | Rate       | Туре |  |
|------|-----------------------------|---|--|---|------------------------------|--------|--------------------------------------|------------|------|--|
|      | Weeks:                      | Start Date<br>10/22/12                      | End Date MTWTFSS<br>10/28/121-                                       | <u>Spots/Week</u><br>1                  | <u>Rate</u><br>\$7,000.00    |        |                                      |            |      | ····                                     |
|      | Spots: # Ch<br>1 WI         | <u>Day Air</u><br>SN Sa 10<br>See <i>MG</i> | V27/12 Sat AE  | <u>otion</u><br>IC <i>Pri</i> me Other  | Start/End Time Prime Other   |        | <u>th</u> <u>Ad-ID</u><br>00         |            |      | <u>Rate</u> <u>Type</u><br>\$7,000.00 NN |
|      | 2 WIS                       | SN Sa 10                                    |  | rime College Footbal                    | 7-1030p                      | :3     | 30 NRSCWIO                           | 412ТVН     |      | \$7,000.00 NM                            |
| 34   | 10/28/12                    | 10/28/12                                    | News Sun 7-9a  | 7-9am                                   | 1                            | :30    | 1                                    | \$300.00   | NM   |  |
|      | Weeks:                      | Start Date<br>10/22/12                      | End Date MTWTFSS1  | Spots/Week<br>1                         | <u>Rate</u><br>\$300.00      |        |                                      |            |      |  |
|      | Spots: # Ch<br>1 WIS        |   | Date Air Time Descrip<br>/28/12 7:57 AM News S                       |   | Start/End Time<br>7-9am      |        | th <u>Ad-ID</u><br>30 NRSCWIO        | 412TVH     |      | <u>Rate</u> <u>Type</u><br>\$300.00 NM   |
| 35   | 10/28/12                    | 10/28/12                                    | Sun 9-930A   | 9-930A                                  | 1                            | :30    | 1                                    | \$300.00   | NM   |  |
|      | Weeks:                      | Start Date<br>10/22/12                      | End Date MTWTFSS 10/28/121   | Spots/Week<br>1                         | <u>Rate</u><br>\$300.00      |        |                                      |            |      |  |
|      | Spots: # Ch<br>1 WIS        | <u>Day Air</u><br>SN Su 10/                 |  |   | Start/End Time<br>9-930A     |        | th <u>Ad-ID</u><br>30 nrscwi0        | 412TVH     |      | <u>Rate</u> <u>Type</u><br>\$300.00 NM   |
| 36   | 10/28/12                    | 10/28/12                                    | This Week With Georg   | 930-1030am                              | 1                            | :30    | 1                                    | \$850.00   | NM   |  |
|      |                             | Start Date<br>10/22/12                      | End Date MTWTFSS 10/28/121   | Spots/Week<br>1                         | <u>Rate</u><br>\$850.00      |        |                                      |            |      |  |
|      | Spots: # Ch<br>1 WIS        | <u>Day</u> <u>Air</u><br>SN Su 10/          | <u>Date</u> <u>Air Time</u> <u>Descrip</u><br>/28/12 10:26 AM This W |   | Start/End Time<br>930-1030am |        | <u>th</u> <u>Ad-ID</u><br>30 NRSCWIO | 412TVH     |      | <u>Rate Type</u><br>\$850.00 NM          |
| 37   | 10/28/12                    | 10/28/12                                    | News Sun 530pm   | 530-6p                                  | 1                            | :30    | 1                                    | \$500.00   | NM   |  |
|      |                             | Start Date<br>10/22/12                      | End Date MTWTFSS 10/28/121   | Spots/Week<br>1                         | <u>Rate</u><br>\$500.00      |        |                                      |            |      |  |
|      | Spots: <u>#</u> Ch<br>1 WIS | <u>Day Air</u><br>SN Su 10/                 |  |   | Start/End Time<br>530-6p     |        | <u>th Ad-ID</u><br>30 NRSCWIO        | 412TVH     |      | <u>Rate</u> <u>Type</u><br>\$500.00 NM   |
| 38   | 10/28/12                    | 10/28/12                                    | Late News 10pm LTC   | 10p-1030p                               | 1                            | :30    | 1                                    | \$1,500.00 | NM   |  |
|      |                             | Start Date<br>10/22/12                      | End Date MTWTFSS 10/28/121   | Spots/Week<br>1                         | Rate<br>\$1,500.00           |        |                                      |            |      |  |
|      | Spots: <u>#</u> Ch<br>1 WiS | <u>Day Air</u><br>SN Su 10/                 |  |   | Start/End Time<br>10p-1030p  |        | th <u>Ad-ID</u><br>30 NRSCWIO        | 412TVH     |      | <u>Rate</u> <u>Type</u><br>\$1,500.00 NM |
| 39   | 10/28/12                    | 10/28/12                                    | Late News SU 1030PM  | 1030p-11p                               | 1                            | :30    | 1                                    | \$850.00   | NM   |  |
|      |                             | Start Date<br>10/22/12                      | End Date MTWTFSS 10/28/121   | Spots/Week<br>1                         | <u>Rate</u><br>\$850.00      |        |                                      |            |      |  |
|      | Spots: <u>#</u> Ch<br>1 WIS | Day Air<br>N Su 10/                         |  |   | Start/End Time<br>1030p-11p  |        | <u>th</u> <u>Ad-ID</u><br>10 NRSCWIO | 412TVH     |      | <u>Rate</u> <u>Type</u><br>\$850.00 NM   |
| 40   | 10/27/12                    | 10/27/12                                    | Badgers  | 230p-6p                                 | S-                           | :30    | 1                                    | \$8,500.00 | NM   |  |
|      |                             | Start Date<br>10/22/12                      | End Date MTWTFSS 10/28/12S-  | Spots/Week<br>1                         | Rate<br>\$8,500.00           |        |                                      | -          |      |  |
|      | Spots: <u>#</u> Ch<br>1 WIS | <u>Day</u> <u>Air</u><br>N Sa 10/2          |  | *************************************** | Start/End Time<br>230p-6p    |        | th <u>Ad-ID</u><br>30 NRSCWIO        | 412TVH     |      | <u>Rate</u> <u>Type</u><br>\$8,500.00 NM |
| 41   | 10/25/12                    | 10/25/12                                    | Last Resort  | Thu 7-8p                                | T                            | :30    | 1                                    | \$3,750.00 | NM   |  |
|      |                             | Start Date<br>10/22/12                      | End Date MTWTFSS<br>10/28/12T  | Spots/Week<br>1                         | <u>Rate</u><br>\$3,750.00    |        |                                      |            |      |  |





Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

| , | Invoice # | Invoice Date | Invoice Month | Invoice Period      |
|---|-----------|--------------|---------------|---------------------|
|   | 902331-1  | 10/28/12     | October 2012  | 10/01/12 - 10/28/12 |

| Advertiser               | Product | Estimate Number |
|--------------------------|---------|-----------------|
| NRSC National Republican | NRSC    |                 |

| Line                  | Start Date                  | End Date | Description                         | Start/End Time | MTWTFSS                    | Length | Spots/<br>Week              | Rate          | Туре |                               |
|-----------------------|-----------------------------|----------|-------------------------------------|----------------|----------------------------|--------|-----------------------------|---------------|------|-------------------------------|
| 41                    | 10/25/12                    | 10/25/12 | Last Resort                         | Thu 7-8p       | T                          | :30    | 1                           | \$3,750.00    | NM   |                               |
|                       | Spots: <u>#</u> Ch<br>1 Wis |          | Date Air Time D<br>/25/12 7:40 PM L |                | Start/End Time<br>Thu 7-8p |        | h <u>Ad-ID</u><br>O NRSCWIO | 412TVH        |      | Rate Type<br>\$3,750.00 NM    |
|                       |                             |          |                                     |                | Total Spots                | •      | 40                          |               |      |                               |
| _                     |                             |          | _                                   |                |                            |        |                             | Gross Tota    |      | \$3 <b>7,9</b> 00 <b>.0</b> 0 |
| Payment Terms 30 Days |                             |          |                                     |                |                            |        | <u>Agen</u>                 | cy Commission | l.   | \$5,685.00                    |
|                       |                             |          |                                     |                |                            |        | <u>N</u>                    | et Amount Due | !    | \$32,215.00                   |